

CLAIMS

What is claimed is:

1. A vehicle tire comprising at least one novelty scented rubber compound, and/or at least one novelty scented non-rubber component, where said novelty scented rubber compound and/or said novelty scented component comprises at least one novelty scent or fragrance, where said novelty scented rubber compound and/or said novelty scented non-rubber component gives off a unique aroma when said tire is at rest, where said novelty scented rubber compound and/or said novelty scented non-rubber component gives off a unique aroma when said tire is in normal use due to friction, heat buildup, and wear; and where normal wear of said vehicle tire exposes fresh surface area of said novelty scented rubber compound, and/or said novelty scented non-rubber component, wherein said unique aroma comprises a salient, distinctive, and marketable feature of said vehicle tire.
2. The vehicle tire of claim 1, further comprising including where said novelty scented rubber compound and/or said novelty scented non-rubber component comprises at least one pheromone in addition to, or in place of, said at least one novelty scent or fragrance.
3. The vehicle tire of claim 1, further comprising including where said vehicle tire comprises at least one wear warning oriented rubber compound and/or at least one wear warning oriented non-rubber component in addition to, or in place of, said novelty scented rubber compound, and/or said novelty scented non-rubber component.
4. The wear warning oriented rubber compound and/or wear warning oriented non-rubber component of claim 3, comprising where said wear warning oriented rubber compound and/or said wear warning oriented non-rubber component emits wear warning means at a predetermined level of wear of said vehicle tire, where said wear warning means comprises wear warning scent, and/or visible wear warning means, comprising where said visible wear warning means comprises

- visible wear warning non-colored/colored smoke, visible wear warning powder that optionally leaves a residue, or visible wear warning viscous solution comprising any desired composition, color, or viscosity; further comprising including where the intensity of said wear warning means is proportional to the wear level of said vehicle tire and/or said wear warning means.
5. The vehicle tire of claim 1, further comprising including where said vehicle tire comprises said novelty scented rubber compound, where said novelty scented compound can either colored in accordance to the scent of said novelty scented rubber compound, or where the color of said novelty scented rubber compound is incongruous with the scent of said novelty scented rubber compound.
 6. The vehicle tire of claim 1, further comprising including where said vehicle tire comprises at least one void anywhere on the outside surface of said tire where said void comprises a receptacle that is intended for and allows for the insertion of at least one novelty plug or insert, where said void comprises a hole of any shape, design, directional orientation, size, or depth, and/or a groove, channel, or crevice comprising any shape, design, design pattern, directional orientation, size, or depth, further comprising including where said groove, channel, or crevice can accommodate said at least one novelty plug or insert comprising any embodiment of an "O" ring around the tread circumference or sidewall diameter of said vehicle tire.
 7. The vehicle tire of claim 6, further comprising including where said vehicle tire comprising said at least one void anywhere on the outside surface of said tire, where said void comprises said receptacle that is intended for and allows for the insertion of at least one said novelty plug or insert, does not comprise said novelty scented rubber compound and/or said novelty scented non-rubber component, and/or does not comprise said pheromone, and/or does not comprise said wear warning oriented rubber compound and/or said wear warning oriented non-rubber component.
 8. The void of claim 6, comprising where said void is created using any void creating means.

9. The void of claim 6, further comprising including where said at least one void can accommodate two or more novelty plugs or inserts, either along the depth of said void, side-by-side along/across the opening gap of said void, or both.
10. The novelty plug or insert of claim 6, comprising where said novelty plug or insert comprises any shape, design, size or depth, comprising where said novelty plug or insert comprises any erodible material composition, comprising where said novelty plug or insert comprises any color or any colors, and comprising where said novelty plug or insert is designed for or is able to be modified to be inserted, installed and/or secured in said void by any possible inserting, installing, or securing means; further comprising including where said novelty plug or insert is removable from said vehicle tire using any removing means; further comprising including where said novelty plug or insert comprises any embodiment of an "O" ring around the circumference or diameter of said vehicle tire.
11. The erodible material composition of claim 10, further comprising including where said erodible material composition comprises at least one novelty scent or fragrance and/or pheromone.
12. The erodible material composition of claim 10, further comprising including where said erodible material composition comprises at least one novelty visual aspect, where said novelty visual aspect comprises any unique or interesting appearance items including items that are reflective, refractive, sparkling, shining, holographic, jewel-like, luminescent, pearlescent, fluorescent, glow-in-the dark, etc.
13. The novelty plug or insert of claim 10, further comprising including where said novelty plug or insert comprises a wear warning plug or insert comprising where said wear warning plug or insert is able to be oriented in said vehicle tire in such a way that allows deployment to occur at a predetermined level of wear of said vehicle tire, where said wear warning plug or insert comprises: 1) any erodible material composition comprising wear warning means comprising wear warning scent, and/or visible wear warning colored or non-colored smoke; and/or, 2) any encapsulated means, where said encapsulated means comprises capsules or microcapsules, where said encapsulated means ruptures with exposure due to

wear, thereby releasing wear warning means comprising wear warning scent, and/or either visible wear warning non-colored/colored smoke, visible wear warning powder that optionally leaves a residue, and/or visible wear warning viscous solution comprising any composition, color, or viscosity; further comprising including where the intensity of said wear warning means is proportional to the wear level of said vehicle tire and/or said wear warning means.

14. The novelty plug or insert of claim 10, further comprising including where a singular said novelty plug or insert comprises any one, or any combination or permutation comprising more than one, of the following attributes: at least one erodible material; at least one color; at least one novelty scent and/or fragrance; at least one pheromone; at least one novelty visual aspect; or at least one wear warning means.
15. The novelty plug or insert of claim 10, comprising where said novelty plug or insert may be formed by any forming means, where said any forming means comprises any means of molding, casting, die cutting, extruding and cutting, molding and cutting, casting and cutting, etc.
16. The novelty plug or insert of claim 10, comprising where said novelty plug or insert comprises semi-solids that are introduced into said void using any void-filling means, where said any void-filling means comprises any means of pouring, pumping, injecting, spraying, etc.,
17. The novelty plug or insert of claim 10, further comprising including where said novelty plug or insert comprises a plug or insert comprising multi-sectional construction, where said plug or insert comprising said multi-sectional construction comprises two or more sections, where any one given section, or more than one given sections comprising said two or more sections can be oriented either along the depth of said novelty plug or insert comprising multi-sectional construction, and/or along or across the surface area that is visible after installation of said novelty plug or insert comprising multi-sectional construction; further comprising including where said any one given section can comprise any one, or any combination or permutation comprising more than one, of the following attributes: at least one erodible material; at least one color; at least one

novelty scent and/or fragrance; at least one pheromone; at least one novelty visual aspect; or at least one wear warning means.

18. The novelty plug or insert of claim 10, comprising where said at least one novelty plug or insert may be either factory installed on said vehicle tire prior, during, or after the vulcanization process; or, where said at least one novelty plug or insert may be installed on said vehicle tire by non-factory aftermarket installers.
19. The novelty plug or insert of claim 10, further comprising including where the installation of said at least one novelty plug or insert on said vehicle tire by factory installers or by aftermarket installers allows for said installation to comprise any number and/or combination of different novelty plugs or inserts, where differences comprising a given novelty plug or insert comprising said any number and/or combination of different novelty plugs or inserts can comprise any variation with regards to any one or more of the following: erodible material(s); color(s); novelty scent(s) and/or fragrance(s); pheromone(s); novelty visual aspect(s); wear warning means, single sectional versus multi-sectional construction, etc., where the use of said different novelty plugs or inserts allows for the customization of said vehicle tire to comprise endless variants and permutations.
20. The novelty plug or insert of claim 10, further comprising including where said at least one novelty plug or insert, and/or semi-solid novelty scented plug or insert material, is made available and/or sold as a separately offered aftermarket item or plurality of aftermarket items, to allow customization of said vehicle tire comprising said at least one void by aftermarket installers; further comprising including where said separately offered aftermarket item or said plurality of aftermarket items can be used to customize tires other than said vehicle tire through the modification of said tires other than said vehicle tire, where said modification comprises the creation of said at least one void by any void creating means that enables installation of said separately offered aftermarket item or said plurality of aftermarket items on said tires other than said vehicle tire.